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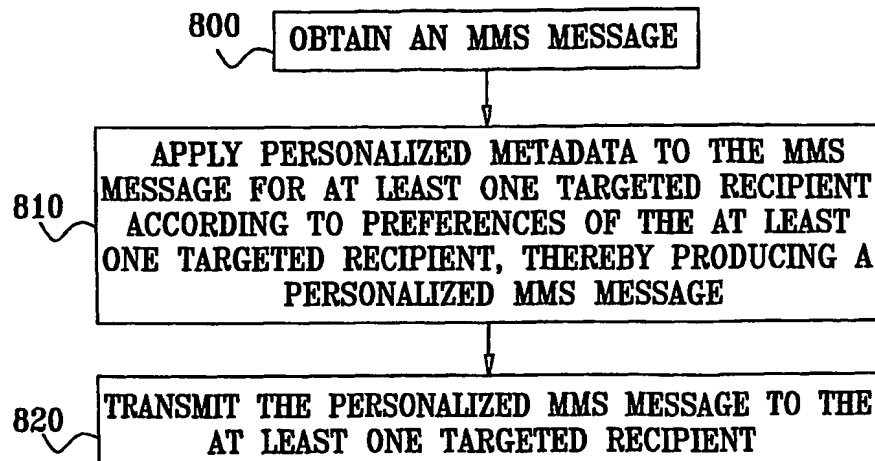
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(54) Title: **PERSONALIZED MULTIMEDIA MESSAGING SYSTEM**



(57) Abstract: A method for providing a personalized multimedia messaging service, wherein the method includes obtaining an MMS message (800). Recipient according to preferences of the at least one targeted recipient (900), thereby producing a personalized MMS message (910), and transmitting the personalized MMS message to the at least one targeted recipient indicate (1000) that the at least one targeted recipient is not interested in receiving the personalized MMS message.